



## **TRI-VISION APPLAUDS US FEDERAL COMMUNICATIONS COMMISSION DECISION TO MANDATE DIGITAL PROTOCOL WHICH INCLUDES OPEN V-CHIP**

WEDNESDAY AUGUST 4, 2004 - TORONTO, ONTARIO, CANADA - Tri-Vision International Ltd./Ltée (TSX: TVL) has watched with interest the movement of the United States Federal Communications Commission from voluntary to mandated transition for digital television. The move today, to include as a legal requirement, Program Information and System Protocol A65/B (PSIP) which would allow v-chip to be modified in the future, was expected.

PSIP includes the technical information required to receive and use multiple rating systems and prescribes the methods for allowing upgrades as v-chip inventor Tim Collings had envisaged in his U.S. patent. Mandating a standardized "open v-chip" will allow this valuable tool to grow as the digital revolution evolves.

Collings feels the ruling guarantees his v-chip concept will be around for a long time. "The open v-chip concept, which is able to accept change means we can adjust to technological products not yet conceived and we can meet the changing needs of generations not yet born," said Collings. "This can only benefit the technology, the people who make it and families ability to meet the new challenges and expectations of digital television," he added. Professor Collings, who was in Washington for the announcement, was particularly impressed with Commissioner Kathleen Abernathy's support of open v-chip and will have further comment when the FCC order is published.

Tri-Vision's V-chip technology uses receiver circuitry to decode content-rating information sent as part of the broadcast signal. It can be used in digital television as defined in the FCC ordered Program System Information Protocol, which does include the method for allowing changes to rating systems and the processing of entirely new rating systems. V.gis™ is the only known "open" v-chip technology capable of both downloadability and field upgradeability.

Tri-Vision has Patents for both Canada and the United States, and a total of 19 licences have been issued, primarily for the Canadian patent. The FCC ruling will clarify for manufacturers the necessity to license Tri-Vision's US Patent.

Tri-Vision International Ltd./Ltée is a public company founded in 1986. The Company trades on Canada's Toronto Stock Exchange under the symbol TVL.

For investor or media information, contact John Carswell, Century Communications Corporation toll free at 1-888-298-8551. For further information, visit the Company's website at [www.tri-vision.ca](http://www.tri-vision.ca).